



# KeikiCo Contest



Register for our 2021 Contest Today!

Aloha,

We are excited to invite your school to participate in our **2021 Bank for Education KeikiCo Contest!** KeikiCo is a Business Plan competition where your students can showcase their best ideas for a chance to win **\$5,000 to \$25,000** for your school. And starting this year, we will hold KeikiCo annually!

**This competition is open to the first 60 schools that submit the [School Registration Form](#):**

*The sooner you submit your form, the sooner you'll receive our KeikiCo Curriculum, which will give you a head start on helping your students prepare their Business Plans!*

**Priority Registration Deadline: July 31, 2021**

**Final Registration Deadline: August 27, 2021**

In addition to winning money for your school, other benefits include the ability to apply for grants, support from American Savings Bank for service projects and priority consideration for student scholarships and internships.

In the pages that follow, we've included these materials to share a bit more about the Contest:

- Contest Overview
- Participation Benefits
- Additional Resources

We are also excited to share a new partnership with the **Hawaii Youth Sustainability Challenge** (HYSC.) High school teams that have plans focused on conservation and sustainability can be automatically considered for enrollment in the 2021-2022 HYSC cohort. Refer to our Additional Resources page or [HYSC](#) for more information.

To register, complete our **School Registration Form** online [here](#). *Note: If your school has multiple divisions participating, you must complete a separate form for each division.*

Upon registration, you'll receive a KeikiCo Curriculum Packet with all the materials you and your students will need to get started on their entries. These materials can also be found on our [website](#).

Should you have any questions, feel free to send us an email at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com) or visit our website at <https://www.asbhawaii.com/keikico>.

We look forward to seeing your students' innovative ideas!

Sincerely,

Dani Aiu  
Executive Vice President, Consumer Banking  
American Savings Bank



# KeikiCo Contest



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# KeikiCo Contest



## Steps to Success

### Ready to get started?

#### Step 1: Review Curriculum

Now that you've completed registration, get started by reviewing the following documents, located in this packet:

- **Contest Overview**
- **Contest Benefits**
- **Business Plan Outline**
- **File Submission Instructions**
- **Contest Rules**

#### Step 2: Distribute Letter to Parents with Student Participation Waivers

*Quick Tip: Every student must complete the waiver in order for the entry to be considered complete.*

#### Step 3: Collect Student Participation Waivers; complete Teacher/Advisor Participation Waivers

*Quick Tip: Once received, make sure you scan and save all waivers in a folder for easy submission later with your team entries!*

#### Step 4: Prepare Business Plan and Video Pitch

*Quick Tip: Visit [asbhawaii.com/keikico](http://asbhawaii.com/keikico) to view the winning business plans and video pitches from our last contest!*

#### Step 5: Email Entry (Student Participation Waivers, Teacher/Advisor Participation Waivers, Business Plan and Video Pitch LINK) to [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)

#### Step 6: Cross your Fingers!

Got questions? Contact us at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)!



# KeikiCo Contest



## Overview

***Bring your ideas! Big or small, we'll take them all.***

### WHAT IS THE KEIKICO CONTEST?

We know your school has talented students with great ideas. American Savings Bank's KeikiCo Contest is a Business Plan competition where your students can showcase their best ideas for a chance to win \$5,000 to \$25,000 for your school! It is an opportunity for students to flex their creative muscles and turn their big ideas into business-worthy plans.

### WHO CAN JOIN?

Students in grades 3 to 12 from private, public and charter schools in Hawaii may create teams of 2 to 5 students each. Teams of 5 are recommended to best evenly distribute the work. Teams will be asked to come up with an innovative product or service and develop a Business Plan with a Video Pitch. There is no limit on the number of teams a school can enter to join the contest.

### WHAT ARE THE PRIZES?

- First Place:** \$25,000 to the school of the winning team
- Second Place:** \$15,000 to the school of the winning team
- People's Choice:** \$5,000 to the entry with the highest votes (one per division, prize goes to the school)

### 2021 KEY DATES

July 31	Priority Registration Deadline to submit Participation Entry Form
August 27	Final Registration Deadline to submit Participation Entry Form
Nov. 5 at 5:00 p.m.	Deadline for teams to submit Business Plans, Video Pitch link, and completed waivers. (NOTE—this deadline was extended from October 29)
Nov. 22-Dec. 1	People's Choice Voting – The top 5 Video Pitches per division posted on asbhawaii.com
Dec. 2	Notification to winning schools, announcement of People's Choice winners
Dec. 6-17	Awards ceremonies at schools

More details are available at [www.asbhawaii.com/keikico](http://www.asbhawaii.com/keikico).  
Got questions? Contact us at [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com)!



# KeikiCo Contest



## Benefits of Participating

### ***BIG ideas are awarded BIG prizes...and more!***

By participating in KeikiCo, teams can win cash prizes for their school:

**\$5,000, \$15,000, or even \$25,000!!!**

Prizes are awarded based on:

- Highest Scoring Business Plans and Video Pitches
- People's Choice Voting on ASB's website

Winning schools join the ASB Bank for Education 'Ohana and are eligible to receive even more benefits from ASB, including:

- The ability to apply for grants throughout the year. For example, Kipapa Elementary School received a \$10,000 grant to purchase Google Chromebooks for their students, and Sacred Hearts School Lahaina received a \$10,000 grant for playground improvements
- Support from ASB for service projects (examples of past projects ASB teammates have completed at winning schools include campus landscaping and painting)
- Priority consideration for student scholarships such as the ASB/Times Supermarket Shop & Score Scholarship administered through Hawaii Community Foundation and the ASB Endowed Scholarship through the University of Hawaii Foundation
- Priority consideration for ASB's Summer Internship Program
- Special opportunities, such as NASA Astronaut and Olympic Athlete visits
- One high school team will also earn a spot in the 2021-2022 Cohort of the [Hawaii Youth Sustainability Challenge](#), a program of Kupu and Kōkua Hawai'i Foundation

*Getting started is simple! [Sign up your school](#) to participate in KeikiCo by the Priority Registration Deadline on July 31, 2021 (Final Registration Deadline: August 27, 2021).*

For more details and examples of winning submissions, go to

<https://www.asbhawaii.com/keikico>.



# KeikiCo Contest



## Business Plan Outline

### Cover Page

1. Division
2. School Name and Island
3. Company Name
4. Team Member Names
5. Teacher/Advisor
6. Date

### Executive Summary

1. Briefly describe the product or service
2. Why do you think the product or service is a good idea?
3. Why do you think it will be successful?

### The Business

1. Company Name: Describe how you came up with the name
2. Mission: Describe what the company does; for whom and why
3. Vision: Describe where you want the company to be one day
4. List your Company Objectives

### The Product or Service

1. Describe how you came up with the idea to create your product or service
2. Describe your product or service
3. Market Research: Who are your competitors and how did you determine who they were?

### Marketing Plan

1. Target Market: Who will your customers be?
2. Marketing Strategies
  - a. Product : Describe the product or service (how it works, features, packaging design). What makes the product or service great or different?
  - b. Price: how much will you sell your product or service for? How does it compare to competitors?
  - c. Promotion: How will you attract customers?
  - d. Placement: Where will you sell your product or service?

### Finance

1. Startup Costs: How much will it cost to start up your business?
2. Source of Financing: Where do you plan on getting the funds needed to start?
3. Cost Per Unit: What are all the different elements needed to create your product or service? How much does each unit cost?
4. Profit: How much will your profit be per unit?
  - a. How did you decide on the profit per unit?
  - b. What will you do with the profit? Make a plan for spending, saving and sharing.
5. Sales Projection for Year 1: How many units or services will you sell in the first year? How much profit will that give you?



# KeikiCo Contest



## Submission Instructions

**NOTE: EFFECTIVE 2021, WE CAN NO LONGER ACCEPT ANY FILE SUBMISSIONS VIA GOOGLE DOCS/ GOOGLE DRIVE. BUSINESS PLANS, WAIVERS AND VIDEO LINKS ONLY SHOULD BE EMAILED TO: [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com). Please only send the LINK to your video.**

*All videos should be hosted by you on an external site, such as YouTube or Vimeo,. Please include the video link in your email AND on the cover page of your business plan. Include any passwords if you choose to password protect your submission.*

*Email attachments should TOTAL 10 mb or less in size, or the email will not be delivered. Emails with attachments that total more than 10mb (sum for ALL attachments) will be rejected by our email server. Please ensure that your email attachments do not total more than 10mb.*

*Please send ONE email submission per TEAM.*

### A complete entry consists of:

- BUSINESS PLAN (PDF or Word doc)
  - File naming convention: Division Name (EL, Mid or High), School Name, Company Name Plan
  - Business Plan File Naming Example – EL\_Kipapa\_AcmeCo Plan
- LINK TO VIDEO PITCH
  - Please do NOT attach video files to your emails
  - Videos should be hosted by you on a site such as YouTube or Vimeo. Please include the video link on the title page of your business plan. Include any passwords if the video is password protected.
- PARTICIPATION WAIVERS (students and teacher/advisor) for team member (PDF)
  - File naming convention: Division Name (EL, Mid or High), School Name, Company Name Waivers
  - Waiver File Naming Example: EL\_Kipapa\_AcmeCo Waivers
  - *Reminder: Missing waivers will disqualify the team's submission*

### Email Business Plans with Video Link and Waivers to:

[Keikico@asbhawaii.com](mailto:Keikico@asbhawaii.com)

A KeikiCo Committee member will contact you to confirm receipt of your submission(s). If you do not receive a confirmation email by end of day Monday, November 8, please email us to confirm receipt.

**Plans, Video Links and Waivers are Due by 5:00 p.m. on Friday, November 5, 2021**



# KeikiCo Contest



## Letter to Parents

Aloha Parents!

Your child's school has been invited to participate in **American Savings Bank's KeikiCo Contest**, which is a partnership program with local schools that enhances student education through financial literacy and project-based learning.

The KeikiCo Contest challenges teams of 2 to 5 students to create a business plan and present their plan through a two-minute video pitch for a chance to win cash prizes for their school.

Cash prizes range from \$5,000 to \$25,000, awarded to the school of the winning team(s). Prizes are based on the teams with the highest scoring business plans and video pitches and the teams with the most votes for best video pitch (People's Choice). Divisions are set up by grade level: Elementary (Grades 3-5), Middle (Grades 6-8), and High School (Grades 9-12).

### Important Dates to Remember:

**August 27, 2021:** Final Registration Deadline

**August 30, 2021:** Contest Kicks Off

**November 5, 2021 at 5:00 p.m.:** Contest Entry Deadline: business plan, waivers and video pitch link

**November 22—December 1, 2021:** People's Choice voting; voters must be at least 13 years old.

**December 2, 2021:** People's Choice Winners Announced, other winners begin being contacted

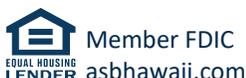
**December 6-17, 2021:** Awards Ceremonies

**December 20, 2021:** Public Announcement of All Winners

Over the next few weeks, your student will be participating in the contest with the hopes of winning big for their great ideas. In order for your student to participate, please complete the attached **Student Waiver Form** and submit it to your student's teacher/advisor.

To watch an overview of the KeikiCo Contest, and for additional details, visit <https://asbhawaii.com/keikico>.

Dani Aiu  
Executive Vice President, Consumer Banking  
American Savings Bank





# KeikiCo Contest



## 2021 Student Participation Waiver

Complete one Participation Waiver per student. Signed Participation Waivers for all team members must be included in order for the entry to be considered complete. Additional copies of the waiver may be downloaded and printed from <https://asbhawaii.com/keikico>.

**School Name:** \_\_\_\_\_

**Participant's Name (please print):** \_\_\_\_\_

**Division (please check):**  Elementary (Grades 3-5)  Middle (Grades 6-8)  High School (Grades 9-12)

By signing below, this certifies that I, as parent or guardian of the participant named above, do consent and agree that he/she may participate in American Savings Bank's KeikiCo Contest. As the parent or guardian, I agree to defend and indemnify American Savings Bank, its officers, directors, employees, and agents, (collectively "ASB") from any liability for injuries, loss or damages, of any kind arising from or in connection with the participation in this contest.

I grant to ASB the irrevocable and unrestricted right and permission to take, use, re-use, publish, and republish the business plan, video pitch and photographic portraits or pictures, or video of this participant including, without limitation, reproductions thereof in which I may be included, in whole or in part.

I certify that I have read the Official Rules located at <https://asbhawaii.com/keikico> and agree to abide by and comply with the Rules.

**Parent/Guardian Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Print Parent/Guardian Name:** \_\_\_\_\_



# KeikiCo Contest



## 2021 Teacher/Advisor Participation Waiver

Complete one Participation Waiver per teacher/advisor. Signed Participation Waivers for all team members must be included in order for the entry to be considered complete. Additional copies of the waiver may be downloaded and printed from <https://asbhawaii.com/keikico>.

**School Name:** \_\_\_\_\_

**Teacher/Advisor Name (please print):** \_\_\_\_\_

**Division (please check):**  Elementary (Grades 3-5)  Middle (Grades 6-8)  High School (Grades 9-12)

By signing below, this certifies that I, as teacher or advisor of a team, do consent and agree to be part of American Savings Bank’s KeikiCo Contest. As the teacher or advisor, I agree to defend and indemnify American Savings Bank, its officers, directors, employees, and agents, (collectively “ASB”) from any liability for injuries, loss or damages, of any kind arising from or in connection with participation in this contest.

I grant to ASB the irrevocable and unrestricted right and permission to take, use, re-use, publish, and republish the business plan, video pitch and photographic portraits or pictures, or video of this participant including, without limitation, reproductions thereof in which I may be included, in whole or in part.

I certify that I have read the Official Rules, located in the KeikiCo Contest packet or at <https://asbhawaii.com/keikico> and agree to abide by and comply with the Rules.

**Teacher/Advisor Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_



# KeikiCo Contest



## Contest Rules

### General

The Bank for Education KeikiCo Contest is a business plan writing and video pitch contest.

- Open to the first 60 schools to submit their Participation Entry Form
- Each eligible school can form as many teams of 2-5 students to participate in the following divisions:
  - Elementary: Grade 3-5
  - Middle: Grade 6-8
  - High School: Grades 9-12
- Each team will need to have an assigned teacher, parent or adult advisor as the point person. All important announcements, updates and correspondence will be communicated through this person, primarily via email.

Priority Registration Deadline to submit Participation Entry Form: July 31, 2021

Final Registration Deadline to submit Participation Entry Form: August 27, 2021

### Entries

Each team must come up with an innovative product or service and develop a corresponding business plan and video pitch. Entry submission: Business Plan, Video Pitch LINK and completed Participation Waivers (student and teacher/advisor) should be submitted via email at keikico@asbhawaii.com (see instructions included in this packet). Missing waivers will disqualify the team's submission.

The deadline to email the business plan, video pitch link, and signed waivers is **November 5, 2021, 5:00 p.m. HST.** See **Submission Instructions** included in this packet.

Business Plan (70% of score)	Video Pitch (30% of score)
<ul style="list-style-type: none"> <li>• Page limit: Maximum of 5 pages, single-sided, double-spaced</li> <li>• Font size: 10 minimum</li> <li>• File Format: PDF or Word doc</li> <li>• File Naming Convention: Division, School, Company Name (example: Middle_Central School_AcmeCo)</li> <li>• Suggested Content: See page titled "Business</li> </ul>	<ul style="list-style-type: none"> <li>• Length: 2 minutes maximum</li> <li>• Format: Hosted by school on Vimeo, YouTube or other. Password protected is acceptable.</li> <li>• Suggested Content:               <ul style="list-style-type: none"> <li>• Company Name</li> <li>• What is the product or service?</li> <li>• Who is the product or service for?</li> <li>• Explain or demonstrate the product or service.</li> <li>• What makes the product or service great or different?</li> </ul> </li> </ul>



Member FDIC



# KeikiCo Contest



## Contest Rules

### Video Pitch Reminders:

- The video pitch must be the original work of the team. If a team uses music or visuals in its video submission, it must be original content. No copyrighted materials may be used. Any use of copyrighted materials will automatically disqualify the video pitch from judging.
- Each team along with its teacher/advisor is responsible for obtaining all applicable rights, releases, consents, clearances, licenses, and other authorizations necessary to use the submitted video in any and all media. Clearances include, but are not limited to:
  - Location releases
  - Releases from any person whose name, voice, likeness or persona is referenced, shown, or otherwise used in the submitted video
  - If any individuals depicted are under the age of majority, participants must obtain the signature of the individual’s parent or guardian
  - Names, contact information, or other personally identifiable information should not be included in the video pitch (for example, on a “credit roll”)
- Video pitches should not include any conduct, language or other context deemed inappropriate, such as profanity, obscene material, promotion of illegal activity, or derogatory characterizations of any person or group.

### Judging Criteria

Each submission will be judged based on the following criteria:

Business Plan (70%)		Video Pitch (30%)
Idea for product or service	20%	Clarity/Completeness
Mission, Vision, Objectives	10%	Creativity/Engagement
Marketing	10%	
Finance	10%	
Innovation	10%	
Market Research	10%	

American Savings Bank reserves the right to disqualify any entry that is incomplete or not in accordance with the specifications given.



# KeikiCo Contest



## Contest Rules

### Prizes

- **First Place Prize: \$25,000** – Three \$25,000 First Place prizes will be awarded to the schools of the teams with the highest score from each competing division.
- **Second Place Prize: \$15,000** – Three \$15,000 Second Place prizes will be awarded to the schools of the teams with the second-highest score from each competing division.
- **People’s Choice Award: \$5,000** – Three People’s Choice prizes will be awarded to the schools of the teams from each division that received the highest number of votes for best Video Pitch.
  - Our KeikiCo panel of judges will select the top 5 video pitches in each division. Teams who receive First or Second Prizes will not qualify.
  - The video pitches from these top teams will be posted on our American Savings bank website at [www.asbhawaii.com/keikico](http://www.asbhawaii.com/keikico) for the public to vote.
  - The award will be given to the team in each division that receives the highest number of votes.
  - No purchase, account, payment, advance of money or credit necessary to participate. Eligibility: You must be 13 years or older to participate in voting.
  - The People’s Choice Awards Voting (“Voting”) begins November 22, 2021, at 9:00 a.m. HST, and ends December 1, 2021 at 5:00 p.m. HST (“Voting Period”). To participate in the voting, go to <https://www.asbhawaii.com/keikico>



# KeikiCo Contest



## Contest Rules

### Conditions of Participation

By participating in the KeikiCo Contest, you agree to be bound by these Official Contest Rules.

Each participant agrees to allow American Savings Bank to retain a copy of the business plan and video pitch, and releases American Savings Bank from any liability for loss or damage thereto. Each participant, by submitting the business plan and video pitch, also grants American Savings Bank the irrevocable and unrestricted right and permission to use, publish, broadcast, webcast, podcast, link to or from, syndicate, or otherwise exhibit or display the submitted business plan and/or video pitch in its original or an altered form or format.

Each participant agrees to release, hold harmless, defend and indemnify American Savings Bank, and its parent, affiliates, officers, directors, agents, representatives and employees from any and all liability for injuries, illness, death, losses, damages, claims and actions of any kind resulting from or arising from or in connection with participation in this contest.

By participating, you agree to allow American Savings Bank the right, without limitation, to contact the students, teachers or advisors by phone, mail or email; and to use and publish their name, likeness, video, photograph, voice and biographical information; for any advertising, publicity, promotional or other purpose in any and all media communication as American Savings Bank may choose, throughout the world, without limitation and without any additional compensation; and to bear sole responsibility for any taxes or other liabilities and obligations resulting from the acceptance and use of your Prize.



Member FDIC



# KeikiCo Contest



## Additional Resources

[www.asbhawaii.com/keikico](http://www.asbhawaii.com/keikico)

### DOWNLOADABLE DOCUMENTS

The following are available on our website:

<https://www.asbhawaii.com/keikico>

- [Financial Worksheet](#) and [Example](#)
- Business Plan Outline
- [Contest Grading Rubric](#)
- Business Plan and Video Pitch Examples (from past winners)

### KEIKICO VIDEO CURRICULUM

Get a sneak peek at our video curriculum here:

- <https://vimeo.com/showcase/keikico>

### EVERFI ONLINE FINANCIAL LITERACY

We partner with EverFi to provide [online financial literacy trainings](#) to our Bank for Education 'Ohana schools. To find out if you are eligible, please email [keikico@asbhawaii.com](mailto:keikico@asbhawaii.com) with your school name and contact info.

### HAWAII YOUTH SUSTAINABILITY CHALLENGE

**NEW!** Through our sponsorship of the [Hawaii Youth Sustainability Challenge](#) (HYSC), KeikiCo participants in the high school division whose business plans address topics related to conservation or sustainability will be considered for automatic enrollment in the 2021-2022 HYSC cohort! A program of Kupu and Kōkua Hawai'i Foundation, HYSC supports student-led initiatives that address Hawaii's conservation and sustainability challenges by providing funding, mentorship and training to 9<sup>th</sup>-12<sup>th</sup> graders from across the state. Students will also have the opportunity to sharpen their proposals by participating in the new HYSC Readiness Workshops coming in September!